

Message Text

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TO AMEMBASSY SEOUL

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FROM COMMERCE

E.O. 11652: N/A

TAGS: BMEP, KS

SUBJ: U.S. KOREAN INDUSTRY CONFERENCE

REF: SEOUL 4536

1. APPRECIATE EMBASSY'S SUMMARY AND CRITIQUE ON MACHINE INDUSTRY CONFERENCE CONTAINED REFTEL. WE AGREE THAT CONFERENCE, WITH THE FULL SUPPORT OF THE EMBASSY AND COMMERCE, DID PROVIDE A POSITIVE DECLARATION OF U.S. GOVERNMENT INTEREST IN ASSISTING U.S. INDUSTRY REPRESENTATIVES, AND GAVE ASSURANCE TO KOREANS OF OUR SINCERITY REGARDING DESIRE TO PARTICIPATE IN THEIR DEVELOPMENT PROGRAM. REAL SUCCESS IS MANIFEST, HOWEVER, IN THE NUMBER OF NEGOTIATIONS NOW TAKING PLACE WHICH RESULTED FROM THIS SPECIAL EFFORT.

2. UNQUESTIONABLY, A SIGNIFICANT FACTOR CONTRIBUTING TO THE SUCCESS OF THIS BUSINESS TEAM APPROACH TO PARTICIPATION IN MAJOR UPCOMING PROJECTS WAS THE AMBASSADOR'S ACTIVITY TO PERSONALLY SPARK THE CONFERENCE AND THE

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CLOSE SUPPORT PROVIDED BY HIS PEOPLE. THE SOCIAL EVENTS

ALSO CONTRIBUTED CONSIDERABLE IMPULSE TOWARDS BRINGING THE AMERICAN BUSINESSMEN CLOSER TO THE TOP DECISION-MAKERS OF THE REPUBLIC OF KOREA. THIS WAS AN EXCELLENT EXAMPLE OF THE U.S. GOVERNMENT JOINING HANDS IN A MEANINGFUL WORKING RELATIONSHIP WITH A U.S. INDUSTRY TEAM WELL MATCHED TO RESPOND TO SPECIFIC PROJECTS ASSOCIATED WITH A DEVELOPING COUNTRY'S INDUSTRIAL PROGRAM.

3. CONTINUED U.S. GOVERNMENT ENCOURAGEMENT OF AMERICAN FIRMS TO AGGRESSIVELY PURSUE OPPORTUNITIES FOR PARTICIPATING IN KOREA'S INDUSTRIAL DEVELOPMENT WAS URGED BY KEY INDIVIDUALS OF THE MINISTRY OF COMMERCE AND INDUSTRY IN KOREA. VICE MINISTER SHIM, AND ASSISTANT MINISTERS SUH AND LEE MENTIONED TO SANDS THAT THEY ARE INTERESTED IN EXECUTING ANOTHER CONFERENCE WHICH WOULD COVER IN MORE DETAIL SPECIFIC PROJECTS OUTSIDE OF THE MACHINE INDUSTRY AREA IN ORDER TO AMPLIFY U.S. INTEREST. WE THEREFORE CONCUR WITH THE EMBASSY'S RECOMMENDATION CONTAINED PARA 7 AND FEEL THAT A SIMILAR EVENT WOULD REINFORCE THE KOREAN PURCHASING MISSION WHICH IS EXPECTED TO VISIT THE UNITED STATES DURING SEPTEMBER/OCTOBER. IT WOULD ALSO COMPLEMENT THE KENNEDY INVESTMENT MISSION. WE SUBMIT THAT ENGINEER CONSTRUCTORS, WHO REPRESENT THE FULL RANGE OF AMERICAN PROCESS TECHNOLOGY AVAILABLE FOR EXPORT, SHOULD BE THE PRINCIPAL PARTICIPANTS IN SUBSEQUENT AFFAIRS. THE MAJOR OPERATING FIRMS LIKELY TO JOINT VENTURE WITH KOREAN ENTITIES IN TECHNICAL OPERATING AND MANAGEMENT ARRANGEMENTS WILL REQUIRE THE SERVICES OF THESE COMPANIES IN DEFINING AND STRUCTURING THE PROJECTS WHICH THEY WISH TO UNDERTAKE; INCLUDING PROCUREMENT SERVICES FOR CAPITAL EQUIPMENT.

4. WE ALSO BELIEVE THAT SUCH A GROUP VISIT WILL OCCASION ANOTHER OPPORTUNITY FOR THE EMBASSY AND COMMERCE TO REITERATE USG DESIRES TO COOPERATE FULLY WITH THE ROK'S EFFORTS TO IMPLEMENT A MAJOR SHIFT IN PROCUREMENT FROM JAPANESE TO US SOURCES. SIGNIFICANT PROCUREMENT CAN BEST BE GENERATED BY A TURNKEY APPROACH TO SPECIFIC PROJECTS ASSOCIATED WITH KOREA'S DEVELOPMENT.

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5. THE FOLLOWING SENIOR CORPORATE EXECUTIVES HAVE INDICATED AN INTEREST AND WILLINGNESS TO PARTICIPATE IN A FALL ENGINEERING CONSTRUCTION CONFERENCE TO ADDRESS THE TECHNICAL ASPECTS OF ACCOMPLISHING KOREA'S \$10 BILLION HEAVY AND CHEMICAL INDUSTRY DEVELOPMENT PROGRAM: M. RAMER, EXECUTIVE VICE PRESIDENT, THE LUMMUS CO.; E. HOWER, VICE PRESIDENT, THE DRAVO, CO.; A. EWERT, VICE PRESIDENT, FLUOR CORP.; E. SANDBACH, VICE PRESIDENT,

KOPPERS INTERNATIONAL; J. PETRIE, SENIOR VICE PRESIDENT,
M.W. KELLOGG CO.; A. KRICKL, SENIOR VICE PRESIDENT,
THE BADGER CO.; R. DITTMAR, VICE PRESIDENT, THE RALPH M.
PARSONS CO.; L. GILLET, VICE PRESIDENT, KAISER ENGINEERS;
H. HSU, VICE PRESIDENT INTERNATIONAL ENGINEERING;
T. KUCHINIC, VICE PRESIDENT, MESTA MACHINE COMPANY;
E. BEEBY, VICE PRESIDENT, WESTINGHOUSE; J. MUNISTERI,
EXECUTIVE VICE PRESIDENT, BROWN & ROOT.

6. WE STAND READY TO SUPPORT THE EMBASSY SHOULD YOU
DECIDE TO SPONSOR A REPEAT PERFORMANCE. RUSH

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